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like member (10a), defining a first plane (16) and configured to support additional shelving above the first plane;

a framework (22b) defining a second plane; and

at least one support (22a) connecting at least the front rod-like member (10a) and the framework (22b),

wherein at least a portion of the framework (22b) extends at least forward of a projection of the front rod-like member (10a) thereon with a stop (34) in a direction from the second plane with at least a component toward the first plane (16).

2. The shelf structure according to claim 1, and further comprising at least one member connecting the front and other rod-like members.

3. The shelf structure according to claim 1, wherein the at least one support comprises legs extending from opposite ends of the front and other rod-like members.

4. The shelf structure according to claim 2, wherein the at least one support comprises legs extending from opposite ends of the front and other rod-like members.

5. A shelf structure comprising:

a front rod-like member (10a) and at least one other rod-like member (10b, 10c) rearwardly spaced from the front rod-like member (10a) and, together with the front rod-like member (10a), defining a first plane (16);

a framework (22b) defining a second plane; and

at least one support (22a) connecting at least the front rod-like member (10a) and the framework (22b),

wherein at least a portion of the framework (22b) extends at least forward of a projection of the front rod-like member (10a) thereon with a stop (34) in a direction from the second plane with at least a component toward the first plane (16), and

wherein the framework comprises further rod-like members extending from one end at the stop to an opposite end that is rearward of a rearward most one of the at least one other rod-like member.

6. In one of a cooler, visi-cooler, walk-in cooler and glass-door cooler having fixed or adjustable shelves, the improvement comprising:

a shelf structure comprising:

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a front rod-like member (10a) and at least one other rod-like member (10b,
10c) rearwardly spaced from the front rod-like member (10a) and, together with
the front rod-like member (10a), defining a first plane (16);
a framework (22b) defining a second plane;
at least one support (22a) connecting at least the front rod-like member
(10a) and the framework (22b), and
at least one member connecting the front and other rod-like members
wherein at least a portion of the framework (22b) extends at least forward
of a projection of the front rod-like member (10a) thereon with a stop (34) in a
direction from the second plane with at least a component toward the first plane
(16)[The shelf structure according to claim 2], and wherein the framework
comprises further rod-like members extending from one end at the stop to an
opposite end that is rearward of a rearward most one of the at least one other rod-
like member.

7. In one of a cooler, visi-cooler, walk-in cooler and glass-door cooler having fixed
or adjustable shelves, the improvement comprising:

a shelf structure comprising:
a front rod-like member (10a) and at least one other rod-like member (10b,
10c) rearwardly spaced from the front rod-like member (10a) and, together with
the front rod-like member (10a), defining a first plane (16);
a framework (22b) defining a second plane;
at least one support (22a) connecting at least the front rod-like member
(10a) and the framework (22b), and
wherein at least a portion of the framework (22b) extends at least forward
of a projection of the front rod-like member (10a) thereon with a stop (34) in a
direction from the second plane with at least a component toward the first plane
(16), wherein the at least one support comprises legs extending from opposite
ends of the front and other rod-like members[The shelf structure according to
claim 3], and wherein the framework comprises further rod-like members

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extending from one end at the stop to an opposite end that is rearward of a rearward most one of the at least one other rod-like member.

8. In one of a cooler, visi-cooler, walk-in cooler and glass-door cooler having fixed or adjustable shelves, the improvement comprising:

a shelf structure comprising:

a front rod-like member (10a) and at least one other rod-like member (10b, 10c) rearwardly spaced from the front rod-like member (10a) and, together with the front rod-like member (10a), defining a first plane (16);

a framework (22b) defining a second plane;
at least one support (22a) connecting at least the front rod-like member (10a) and the framework (22b), and

at least one member connecting the front and other rod-like members wherein at least a portion of the framework (22b) extends at least forward of a projection of the front rod-like member (10a) thereon with a stop (34) in a direction from the second plane with at least a component toward the first plane (16)[The shelf structure according to claim 4], and wherein the framework comprises further rod-like members extending from one end at the stop to an opposite end that is rearward of a rearward most one of the at least one other rod-like member.

9. The shelf structure according to claim 1, and further comprising a front panel at a front side of the stop, whereby to carry indicia corresponding to items on the framework.

10. The shelf structure according to claim 2, and further comprising a front panel at a front side of the stop, whereby to carry indicia corresponding to items on the framework.

11. The shelf structure according to claim 3, and further comprising a front panel at a front side of the stop, whereby to carry indicia corresponding to items on the framework.

12. The shelf structure according to claim 4, and further comprising a front panel at a front side of the stop, whereby to carry indicia corresponding to items on the framework.

13. The shelf structure according to claim 5, and further comprising a front panel at a front side of the stop, whereby to carry indicia corresponding to items on the framework.

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14. A shelf structure configured to rest on and engage a shelf structure which is horizontal or inclined, the shelf structure, comprising:

a front rod-like member (10a) and at least one other rod-like member (10b, 10c) rearwardly spaced from the front rod-like member (10a) and, together with the front rod-like member (10a), defining a first plane (16) and configured to support additional shelving above the first plane;

a framework (22b) defining a second plane; and

at least one support (22a) connecting at least the front rod-like member (10a) and the framework (22b),

wherein at least a portion of the framework (22b) extends at least forward of a projection of the front rod-like member (10a) thereon with a stop (34) in a direction from the second plane with at least a component toward the first plane (16), and

further comprising members on the front and other rod-like members for fixing the framework under another structure.

15. The shelf structure according to claim 2, and further comprising members on the front and other rod-like members for fixing the framework under another structure.

16. The shelf structure according to claim 3, and further comprising members on the front and other rod-like members for fixing the framework under another structure.

17. The shelf structure according to claim 4, and further comprising members on the front and other rod-like members for fixing the framework under another structure.

18. The shelf structure according to claim 5, and further comprising members on the front and other rod-like members for fixing the framework under another structure.

19. The shelf structure according to claim 9, and further comprising members on the front and other rod-like members for fixing the framework under another structure.

20. A rack comprising:

a support assembly having a forward portion and a rearward portion and being configured to support a plurality of beverage containers;

a first pair of support legs having lower ends connected to the forward portion;
and

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a second pair of support legs having lower ends connected to the rearward portion, each of the first and second pairs of support legs having upper ends configured to hang the rack from a shelf disposed above the rack;

a spacing defined between the upper ends of the of the second pair of support legs and the rearward portion of the support assembly sized so as to allow beverage containers to be inserted between a rear portion of the shelf and the rearward portion of the support assembly;

a stop disposed at the forward portion of the support assembly, the stop including a panel configured to support a label;

wherein the first and second pairs of support legs are sized such that the forward portion hangs lower than the rearward portion when the rack is hanging, by the upper ends of the first and second pairs of the support legs, from a horizontal shelf.

21. (Canceled)
22. The rack according to Claim 20, wherein the panel forms a stop.
23. The rack according to Claim 22, wherein the panel includes at least one substantially vertical surface.
24. The rack according to Claim 20 additionally comprising threaded fasteners connecting the upper ends of the first and second pairs of support legs to the shelf.
25. (Canceled)
26. The rack according to Claim 25, wherein the stop is spaced forwardly from the first pair of support legs.
27. The rack according to Claim 20, wherein the first and second pairs of support legs are sized such that the rack can only receive articles having at least one dimension less than about 2.5 inches.
28. The rack according to Claim 20, wherein the support assembly is configured to support a plurality of parallel files of beverage containers extending between the rearward portion and the forward portion.
29. The rack according to Claim 20, wherein the support assembly comprises a wire frame configured to allow cylindrical beverage containers to roll along an upper surface thereof.

C\ 30. (Twice Amended) A shelving system comprising:

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a horizontal shelf having a forward area and a rearward area;
a rack disposed below the shelf and comprising a support assembly having a
forward portion and a rearward portion and being configured to support a plurality of
beverage containers;
a first pair of support legs having lower ends connected to the forward portion;
a second pair of support legs having lower ends connected to the rearward
portion, the first pair of support legs having upper ends configured to hang from the
forward area of the shelf, the second pair of support legs having upper ends configured to
hang from the rearward area of the shelf;
a spacing defined between the upper ends of the of the second pair of support legs
and the rearward portion of the support assembly sized so as to allow beverage containers
to be inserted between the rearward area of the shelf and the rearward portion of the
support assembly; and
a stop disposed at the forward portion of the support assembly, the stop including
a panel configured to support a label;
wherein the first and second pairs of support legs are sized such that the support
assembly is inclined relative to the shelf when the rack is hanging from the shelf.

31. The shelving system according to Claim 30, wherein the shelf is adjustably mounted within a display case.
32. The shelving system according to Claim 30, wherein the rack is narrower than the shelf.
33. The shelving system according to Claim 30, wherein a clearance is defined between a lower surface of the shelf and an upper surface of the support assembly when the rack is hanging from the shelf, the first and second pairs of support legs being sized such that a cylindrical beverage container having a diameter of about 2.5 inches or more cannot fit within the clearance.
34. The shelving system according to Claim 33, wherein the first and second pairs of support legs are sized such that a cylindrical beverage container having a diameter of about two inches can fit within the clearance.

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35. The shelving system according to Claim 30 additionally comprising threaded fasteners connecting the upper ends of the first and second pairs of support legs to the shelf.

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36. (Twice Amended) A rack comprising:
a support assembly having a forward portion and a rearward portion and being configured to support a plurality of beverage containers;
a first pair of support legs having lower ends connected to the forward portion;
a second pair of support legs having lower ends connected to the rearward portion, each of the first and second pairs of support legs having upper ends configured to hang the rack from a shelf disposed above the rack;
means for causing the forward portion to hang lower than the rearward portion when the rack is hanging, by the upper ends of the first and second pairs of the support legs, from a horizontal shelf disposed above the rack;
means defining a spacing between the upper ends of the second pair of support legs and the rearward portion of the support assembly sized so as to allow beverage containers to be inserted between the rearward area of the shelf and the rearward portion of the support assembly; and
a stop disposed at the forward portion of the support assembly, the stop including a panel configured to support a label.

37. The rack according to Claim 36, wherein a clearance is defined between the support assembly and a lower surface of the rack, additionally comprising means for preventing a cylindrical beverage container having a diameter of about 2.5 inches or more from fitting within the clearance.

38. (Canceled)

39. The rack according to Claim 36 additionally comprising means for allowing a cylindrical beverage container to pass upwardly between the stop and a forward edge of the shelf when the rack is hanging from the shelf.

40. (Canceled)

41. (Canceled)

42. (Canceled)

43. (Canceled)

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44. (Canceled)

45. (Canceled)

46. (Canceled)

47. (Canceled)

48. (Canceled)

49. A shelf structure comprising:

a support assembly defining a first surface configured to support a plurality of beverage containers, the support assembly having a forward portion and a rearward portion;

a first plurality of support legs having lower ends connected to the forward portion of the support assembly and having upper ends configured to hang from a shelf disposed above the shelf structure;

a second plurality of support legs having lower ends connected to the rearward portion of the support assembly and having upper ends configured to hang from a shelf disposed above the shelf structure;

a plurality of supports configured with sufficient strength to support additional shelving above the beverage containers supported on the first surface.

50. The shelf structure according to Claim 49, wherein the plurality of supports comprises at least two rod-like members.

51. The shelf structure according to Claim 49 additionally comprising fasteners configured to hang the upper ends of the first and second plurality of support legs from a shelf disposed above the shelf structure.

52. The shelf structure according to Claim 49 additionally comprising apertures defined in the plurality of supports configured to receive fasteners.

53. (Amended) In one of a cooler, visi-cooler, walk-in cooler and glass-door cooler having fixed or adjustable shelves, the improvement comprising:

a shelf structure configured to rest on and engage one of the shelves, comprising:
a front member and at least one other member rearwardly spaced from the front member and, together with the front member, defining a first plane configured to support additional shelving above the first plane;

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a framework defining a second plane; and
at least one support connecting at least the front member and the framework,
wherein at least a portion of the framework extends at least forward of a
projection of the front member thereon with a stop in a direction from the second plane
with at least a component toward the first plane.

54. (Amended) A shelf structure comprising:
a front member and at least one other member rearwardly spaced from the front
member and, together with the front member, defining a first plane;
a framework defining a second plane; and
at least one support connecting at least the front member and the framework,
wherein at least a portion of the framework extends at least forward of a
projection of the front member thereon with a stop in a direction from the second plane
with at least a component toward the first plane, and
wherein the framework comprises further members extending from one end at the
stop to an opposite end that is rearward of a rearward most one of the at least one other
member.

55. A shelf structure configured to rest on and engage a shelf, the shelf structure
comprising:
a front member and at least one other member rearwardly spaced from the front
member and, together with the front member, defining a first plane and configured to
support additional shelving above the first plane;
a framework defining a second plane; and
at least one support connecting at least the front member and the framework,
wherein at least a portion of the framework extends at least forward of a
projection of the front member thereon with a stop in a direction from the second plane
with at least a component toward the first plane.

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56. The shelf structure according to Claim 55 additionally comprising members on
the front and other members configured to fix the framework under another structure.

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57. (Amended) A shelf comprising:

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a support assembly having a forward portion and a rearward portion, the support assembly defining a support surface configured to support a plurality of cylindrical beverage containers;

a stop disposed at the forward portion of the support assembly, the stop including a panel configured to support a label;

first and second support portions disposed at the forward portion of the support assembly, the first and second support portions including upper ends, respectively, disposed above the plurality of cylindrical beverage containers supported on the support surface;

at least first and second apertures disposed adjacent the upper ends of the first and second support portions, respectively, the first and second apertures being configured to receive fasteners for supporting the forward portion of the support assembly from a shelf above the support assembly, the first and second apertures being spaced rearwardly from the stop;

third and fourth support portions disposed at the rearward portion of the support assembly, the third and fourth support portions including upper ends, respectively; and

at least third and fourth apertures disposed adjacent the upper ends of the third and fourth support portions, respectively, the third and fourth apertures being configured to receive fasteners for supporting the rearward portion of the support assembly from a shelf above the support assembly.

58. (Amended) The shelf according to Claim 57, wherein the third and fourth apertures are spaced from a rearward-most portion of the rearward portion of the support assembly such that cylindrical beverage containers can be placed onto the rearward portion of the support assembly when the third and fourth apertures are connected to a shelf disposed above the support assembly by fasteners.

59. The shelf according to Claim 58, wherein the fasteners are threaded fasteners.

60. The shelf according to Claim 58 additionally comprising a horizontally extending plate connecting the third and fourth support portions, the apertures being defined in the plate.

61. The shelf according to Claim 58 additionally comprising a horizontally extending plate connecting the first and second support portions, the apertures being defined in the plate.